

Oxfordshire Apprenticeship Ambassadors: Employers

About Oxfordshire Apprenticeships

Oxfordshire Apprenticeships (OA) is an Oxfordshire County Council-led partnership, funded by the Oxfordshire City Deal, whose aim is to make sense of Apprenticeships for local businesses and individuals. We raise awareness of Apprenticeships through a number of events and initiatives across the county and support schools with providing information, advice and guidance to students about Apprenticeships. We also advise and support employers who are interested in employing an Apprentice. Find out more at www.oxfordshireapprenticeships.co.uk.

We want people to hear not just theory, but real life success stories and to have the opportunity to ask questions and talk openly about what it's like to be an Apprentice. Our Apprenticeship Ambassadors are current or former Apprentices who support us with raising awareness of the benefits of Apprenticeships by telling their stories and sharing what they've learned.

Why have Apprenticeship Ambassadors?

- Young people are inspired by other young people who are experiencing first-hand the benefits of Apprenticeships
- Gives young people, parents and employers the opportunity to talk openly and honestly to a real Apprentice and ask questions
- Young people can hear real stories about the career development opportunities that Apprenticeships can bring
- Demonstrates that local employers recruit Apprentices and recognise the benefits they bring to their businesses

Can one of my employees be an Apprenticeship Ambassador?

Apprenticeship Ambassadors must be – or have been – an Apprentice and be prepared to talk about their experiences. This could be at a school assembly, careers fair or business briefing for example.

You will need to sign an agreement for your Apprentice to take part, as they will be representing you and will be required to attend some training and events during working hours. We expect Ambassadors to attend 2-3 events per year but requirements are flexible to suit both you and them. We will pay for expenses such as travel.

So what's involved?

- Ambassadors will attend a training day where we'll tell them about the role and give them the opportunity to practice giving a presentation and telling their story
- They'll receive an Apprenticeship Ambassador certificate of achievement and OA polo shirt
- We'll write a case study about you and your Apprentice, including some photos, to share on our website and social media and to display at careers events
- Following the training day, we'll contact you and your Apprentice to ask about attending specific events – such as a careers talk at a local school or an employer briefing. Someone from Oxfordshire Apprenticeships will always attend any event with the Ambassador
- You and your Apprentice decide whether they will attend each event based on work

commitments and business needs and whether they're happy with the request

- We may ask you and your Apprentice to contribute to Apprenticeships stories in the local media – such as newspaper articles or radio interviews

What's in it for your Apprentice?

They'll have the opportunity to develop their presentation and public speaking skills – something they may be able to use towards their NVQ if they're currently an Apprentice. They'll be able to tell their story to help others and to take part in promotional and creative activities – we'd love to hear their ideas – and yours - and get you involved!

What's in it for you?

- They'll represent you at various events – helping to raise awareness of you as an employer
- You'll gain publicity from them taking part in the programme
- We'll produce a case study about you, including photos you can use
- They'll develop their skills – such as communication, public speaking, planning, time management – which will benefit you too

What does the training involve?

The Apprenticeship Ambassador training day will cover the following:

- Overview of the programme, covering expectations of the role
- Messages that OA want to give about Apprenticeships
- Presentation skills and how to present in a positive way
- How to tell their story and get key messages across
- Practicing telling their story and chance to get feedback
- Tips for engaging a school audience
- Typical questions that may be asked of them
- Creating their case study

Sounds good - what next?

If you're interested in nominating one of your employees to become an Apprenticeship Ambassador, get in touch with us on tel: 01865 323477 or email: info@oxfordshireapprenticeships.co.uk.

Apprenticeship Ambassador Role

This outline gives a summary of the sorts of activities that an Apprenticeship Ambassador may be asked to take part in. Ambassadors will always be accompanied by a representative from Oxfordshire Apprenticeships at any event they attend.

Role

- To share with others why they decided to do an Apprenticeship
- To give examples of how being an Apprentice has positively helped their development
- To talk to young people about their experience of finding an Apprenticeship, the recruitment process, what their role entails, where it will take them and their top tips
- To help make parents and other family members aware of the benefits to a young person of choosing an Apprenticeship
- To talk to employers about how an Apprentice could benefit their business and how it works in practice
- To answer questions about their experience of becoming and being an Apprentice

Example activities

- Giving a talk in a year group assembly
- Helping to run a workshop with a group of young people
- Talking to students at a year 9, post 16 or post 18 options event
- Helping to run a stand at a student and parent careers evening
- Supporting a pop-up 'ApprenticeSHOP' in a town centre
- Talking to employers at a business briefing
- Giving a local radio interview about the benefits of Apprenticeships
- Representing Oxfordshire Apprenticeships at events such as a business awards evening
- Giving an Apprentice view on Oxfordshire Apprenticeships activities and campaign planning

Benefits

- Developing presentation skills – preparing and delivering presentations
- Gaining experience of public speaking – addressing a variety of audience sizes and ages
- Helping others to understand the benefits of Apprenticeships
- Gaining in confidence and appreciation of own achievements
- Improving conversational and networking skills

Commitment

- 1 day of training required (approx. 10am-4pm)
- 2-3 events per year – flexible to suit Ambassador and employer
- Case study about Apprenticeship experience

Training

- Preparing and delivering a presentation
- Telling their story
- Engaging a school audience – icebreakers
- Certificate of achievement on completion of training

Apprenticeship Ambassador Form

We want to ensure that both the Apprenticeship Ambassador and their employer understand and agree to the requirements of the programme and ask that the Ambassador and an employer representative both please complete and sign this form.

Apprenticeship Ambassador Agreement

I have read about the role and requirements of the Apprenticeship Ambassador programme and understand the commitment required from me. I agree to take part.

Apprenticeship Ambassador Name:

Job title:

Tel:

Email:

Signature:

Employer agreement

I have read about the role and requirements of the Apprenticeship Ambassador programme and understand the commitment required from the Ambassador and their employer. I agree for this employee to take part in the programme, subject to work commitments and business needs.

Name:

Organisation:

Job title:

Tel:

Email:

Signature: